

# Speaker eBook

*Q&A's with speakers from the*  
**American Manufacturing Summit 2016**



*An interview with*  
**Dave Rauch**  
SVP, Worldwide Manufacturing Operations  
**Western Digital**

Generis Group's American Manufacturing Summit serves as an annual platform to exchange ideas on the impact of market dynamics and new technologies for current and future manufacturing, operations and supply chain leaders. This year's Summit creates an opportunity to examine key case studies around how workforce management, lean manufacturing, process improvement and automation are being rolled out in the world's best facilities.

**We caught up with Dave Rauch, one of the key speakers at our event and asked his opinions on the current and future state of American manufacturing.**

### **Dave Rauch | SVP, Worldwide Manufacturing Operations | Western Digital**

*As a 25-year veteran of the HDD industry, Dave Rauch brings a wealth of engineering, manufacturing and operations experience to WD. Since joining the company in 2005, he has led WD through multiple technology transitions and market cycles; integrated multiple operational divisions into corporate management structure; and was an instrumental leader in the company's recovery from devastating 2011 floods that inundated its Thailand factories.*

### **How would you describe the current landscape for American manufacturing?**

Rising global wages and transportation costs are creating tailwinds for American manufacturers. Some states and regions have recognized that American industrial policy has lagged compared to global competitors, and they are working to narrow it. These areas, coupled with the traditional pillars of stability and property rights protection are providing opportunity for American manufacturers.

### **What are the 3 main challenges facing manufacturers today?**

The key challenges for manufacturers are skilled labor availability and labor costs; the increasingly daunting task of ensuring compliance to regulations in the supply chain; and understanding how to address environmental concerns on resource consumption and emissions.

### **How do you think manufacturers should overcome these challenges?**

Industry and manufacturing groups can play a key role in raising awareness of the issues that manufacturers face, promoting solutions such as standardized reporting capability across the supply chain, and educating companies on how to internally address the skilled labor requirements.

### **How has manufacturing changed in the past 5 years?**

The development of greater computing power and multifunctional sensor technologies at low costs, combined with advancements in networking capabilities are enablers for manufacturers to get more value from their data.

### **What is the next big trend in manufacturing?**

Manufacturing across the world, not just in America, is on the brink of a transformation which will take years, if not a decade or more. This is the move to a digital factory. It will reshape the way manufacturing is done, and have significant societal impacts as well. The digital worker will supplant the laborer; there will be greater transparency across supplier-manufacturer-customer interaction; and economies of scale will be achieved at lower volumes.

### **What is your industry forecast for the next 5 years?**

The need for manufactured goods will rise significantly as more producing economies transition to consuming economies. This creates opportunity for who can be innovative in producing, delivering and servicing products that are high value in those economies.

Join the in-depth discussions and build your road-map in achieving innovation, maximizing manufacturing profitability, optimizing plant floor operations and establishing standardization across multiple manufacturing facilities.

# American Manufacturing Summit 2016

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Renaissance Schaumburg Hotel | Chicago, IL  
[www.manusummit.com](http://www.manusummit.com)